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## Authors:

Andy Pringle, Stephen Zwolinsky

Institute of Sport, Physical Activity and Leisure at Leeds Beckett University

## Introduction:

Research confirms the impact of health improvement delivered for communities in professional Football Club Community Trusts (FCCT), yet no study has investigated the adoption and use Public Health (PH) guidance.

## Method:

This study investigates the use of PH guidance in 72 FCCT. Data were collected using (i) an online survey completed by FCCT managers (n=34/47.2%) and (ii) semi-structured interviews with a sub-sample of these managers, (n=11/32.3%).

## Results:

Most FCCT managers were male (n=23/67.7%) & white British (n=30/88.2%) and from Championship (n=12/35.2%), League 1 (n=13/38.2%) and League 2 clubs (n=9/26.5%). All FCCT (n=34/100%) provided physical activity and most provided diet (n=31/91.2%), smoking (n=20/58.8%) and alcohol (n=19/55.9%) interventions. Regarding awareness of PH guidance, 58.8% (n=20/34) were aware of Public Health England/Local PH guidance, 41.2% (n=14/34) were aware British Heart Foundation, 38.2% (n=13/34) NICE guidance and 29.4% (n=10/34) football-charity PH guidance. Most, 76.5% (n=26/34) of managers' reported using PH guidance. Regarding motives, 84.6% (n=22/26) said that it 'was good practice', 65.4% (n=17/26) said that 'it helped with planning', 34.6% (n=9/26) said it 'was a requirement of funding' and 23.1% (n=6/26) said it was because they 'had used it before'. 80.8% (n=21/26) used PH guidance for programme design, 69.2% (n=18/26) delivery, 57.7% (n=15/26) needs assessment and 50% (n=13/26) evaluation. Interviews with managers identified barriers to the adoption of PH guidance, including accessibility, awareness and relevance.

## Conclusion:

This study provides novel insights into the use of PH guidance within FCCT.

## DOI

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